

Abstract of the Disclosure

An apparatus and a method for inserting and displaying one or more signals during processing and display delays encountered in digital STB-receivers, including those delays encountered during channel changes. Moreover, providing a means for increasing the channel change delay period, while maintaining subscriber satisfaction, and thereby freeing up bandwidth for other services. These signals can be advertisements, entertainment, or other messages. When a channel change request occurs on a digital set-top receiver, a local watchdog module detects the channel change event and causes to be generated a signal that is immediately displayed on the TV, while the MPEG-2 subsystem of the receiver acquires, stores, decodes and presents the new program to the television. Providing advertisements or entertainment during the delay period allows for increase in the delay period thus allowing for higher compression and increased availability of bandwidth.